

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
STRATEGIC SUPPLY CHAIN DATA COLLECTION**

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**ABSTRACT**

10 A system, method and computer program product are disclosed for collecting data to  
forecast sales in a supply chain. Utilizing a network data is received from a plurality of  
stores of a supply chain that relates to an amount of goods sold by the stores. Information  
is also collected that relates to a plurality of variables such as weather, competitor  
activity, a marketing calendar, cyclical sales, historical performance of products and/or  
elements of marketing support. The data is processed based on the information relating  
to the variables and a forecast of sales is generated based on the processing.